



Ocean Literacy Working Group

Meeting Minutes

Date: 04/18/11

Start Time: 03:00 PM

End Time: 04:30 PM

Meeting Method: Conference Call (with meeting points at Kauai, Oahu, and Maui Sanctuary offices)

Attendance: Liz Kumabe (Chair), Claire Kavanaugh, Linda Schubert, Patty Miller, Judy Lemus, Liz Kumabe, Jen Barrett, Jean Souza, Cheryl Shintani, Yumi Yasutake, Micki Ream, Liz Foote, Malia Chow

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Introduction:

- Review the issue statement that was approved by the full SAC council: The working group will address increasing Ocean literacy defined as understanding the ocean's influence on you and your influence on the ocean, with an emphasis on the physical, biological, and cultural resources of the sanctuary.

Public Comments on Education and Outreach

The Sanctuary held a 90-day comment period as part of its Management Plan Review Process, and received over 12,000 comments. Of those, staff determined that approximately 360 addressed Education and Outreach (keep in mind Outreach/education are not issues but a means to address issues such as the lack of ocean literacy among Hawaii's public)

- SUMMARY: Public are not aware of issues regarding Hawaii's ocean environment and requested more education and outreach
- Connecting Ocean Literacy to the MPR process
 - Revisions to the Management Plan will lay out strategy to address Ocean Literacy
 - Stand alone issue, but also likely to cut across all topics and working groups
 - OLWG will need to revisit the products from other working groups to make connections to their context and educational/outreach strategies
 - I.e. Link to resource protection issues—how can the sanctuary be better at linking the public to research/scientific knowledge to increase the public's ocean literacy?
- Important to think about as you read through comments: How can we create synergy between the sanctuary and existing programs that you all represent?
 - What are the existing programs at the sanctuary (outreach and education)?—Patty will compile list and distribute to OLWG members [ACTION ITEM]
- OLWG members represent and have expertise in marine outreach/education
 - What audiences do you target? What strategies do you use in reaching these audiences?

Potential questions to think about when reviewing documents:



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- What else could the sanctuary be doing? Where/what are the gaps?
- What sort of partnerships can we develop?
- Who are the sanctuary's audiences? What is the best way to address these audiences?
- What is it that the sanctuary needs to educate people on?
 - Some of this content will likely come from other working groups

Actions/Tasks:

Members:

1. Look through education scoping comments *and prioritize*
2. Get input in to HIHWNMS staff by **May 9th**
3. Go through existing programs matrix and be ready to discuss on May 16th meeting

Group leads/HIHW Staff:

1. Investigate information sharing system for OLWG members
2. Compile/distribute matrix of information on existing programs to begin identifying gaps

Next meeting: 05/16/11 at 03:00pm